

City Lights

A Business to Business Publication from Marietta Power

Spring 2002

SouthTrust Corporation Builds New Data Center in Marietta

SouthTrust Corporation plans to open a new data center near Delk Road and Interstate 75 at 1130 Powers Ferry Place in Marietta.

"SouthTrust and its employees play a vital role in Georgia's financial services industry," said Georgia Governor Roy Barnes. "This new facility is a demonstration of the bank's commitment to the continued growth of our state."

Construction of the 72,000-square-foot data center began on Dec. 5, 2001. When completed, the facility will utilize the latest technology in check-and-data processing technology to support operations in its Georgia, North Carolina, South Carolina and newly acquired Virginia markets. The center will ultimately house approximately 300 employees, who currently work in a leased building in Fulton County's River Edge development.

"It was important to us to keep jobs in the Atlanta area," said Bill Linginfelter, SouthTrust's Atlanta

CEO. "This new building will give SouthTrust more room to grow and expand our business in our markets along the Atlantic Coast."

The \$48.8-billion regional bank holding company, which has its headquarters in Birmingham, Ala., offers a complete line of banking and other related financial services. SouthTrust currently operates more than 700 banking and loan offices and more than 850 automatic teller machines in nine states. The company's overall operating area includes Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia. SouthTrust currently operates more than 80 bank branches and employs 1,600 people in the Atlanta area.

"SouthTrust considered more than 20 sites and visited more than 10 of these sites over an 18-to-24-month period," said E. Frank Schmidt, SouthTrust Corporation's Division President, Information Services and Strategic Support. "We chose this location, in part, because of its close proximity to a major interstate. Due to the nature of our business at the Data Center, timely transportation is critical between our center and local airports, the Federal Reserve Bank and other financial institutions.

Editorial Focus

Keeping City Lights On Getting Power Supply

Like any other enterprise, Marietta Power has a number of organizational objectives. But it really has only one mission: Be there.

Be there with enough power and, enough "capacity," to meet the needs of all of its 45,000 customers. That means performing an activity known as power supply acquisition. A large part of that activity involves planning the addition of new supply: New generators, new power purchases under contracts and other options.

And to get you thinking about what that means, consider your own power bill. There's the dollars, of course, but there's also the meter-readings, which show how much energy you used, in a quantity called "kilowatt-hours," or kWh. But exactly what is a kWh?

That depends. Marietta Power doesn't really sell energy, or kWh. Instead, we sell a service. Our customers decide what to use that service for. In a very real sense, a kWh is one of the following:

- Ten 100 watt light bulbs on for one hour;
- One 100 watt light bulb on for 10 hours;
- One Super Bowl, an hour of "The Simpsons" and the six o'clock news for 19 days, 1000 watts;
- 11 taped NFL games, including commercials, 1000 watts;
- One cooked meal;
- One 20-minute shower;
- One cool house for half an hour.

How does Marietta Power plan to supply such diverse power uses? We plan first for peak demand. That's the number that happens when our customers use the most power: the highest number of kilowatts

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"Another reason we chose this site is the nice amenities in this area, including restaurants, public transportation and hotels," Schmidt added. "Additionally, the assistance of the City of Marietta, Cobb County, the utilities, the Chamber of Commerce, the State of Georgia and others combined to make this an attractive location."

"We appreciate the site-improvement incentives from the City of Marietta and the State of Georgia," Linginfelter said. "They really stepped up to the plate to make this development happen."

SouthTrust worked closely with state and local officials on the project, which includes city and state funds for cleaning up and developing the site. The Marietta Development Authority will provide \$125,000 with a matching REBA grant from the Department of Community Affairs.

Marietta Power has also worked with SouthTrust and its contractors since the project's inception.

"During construction, Marietta Power has been willing to work out special situations and has been very open to SouthTrust's requests," Schmidt said. "Marietta Power has always

responded promptly to our questions and, in many cases, anticipated potential problems and worked out solutions.

"SouthTrust has been very satisfied with the quality of service provided by Marietta Power," he said. *✓*

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in any one hour. Our peak load tends to occur between 3-4 p.m. on a hot July or August weekday. (But sometimes June and once in a while September.) It typically occurs when the daily average temperature is 85 degrees on a weekday, which means a high temperature well into the 90s. And if we get the peak use covered with enough capacity, we're golden—because then we have all the other hours covered, too, as long as all the power plants are running.

At this time, we have adequate capacity through 2003 and are looking at a number of options for new capacity beyond that time. First and foremost, we are looking at opportunities relating to our primary power supplier, which is the Municipal Electric Authority of Georgia, or MEAG. MEAG is a "Joint-Action Agency," and here is what it does for us: MEAG provides 49 Georgia cities with "critical mass" in terms of buying into major generating projects, financing those investments and seeing to it that those plants are run correctly once built. At this time, we have generating capacity that totals about 279,300 kilowatts (to meet a forecasted peak load for this summer of 267,500 kilowatts.) Most of that capacity—185,700 kilowatts, to be exact—comes from investments in MEAG projects. That's our "base capacity." For most months of the year, that's all we need, and we have that capacity available to us for the rest of the useful lives of those projects. The balance of our capacity comes from Federal hydroelectric projects and short-term power contracts designed to get us through the summer peak demands. We are presently looking at investing

in a new MEAG generation project that would come on line exactly when we need it—2004. We're also looking at several options for purchasing power for a few years until we can invest in other generation projects. And we're also looking at various technologies, such as natural gas-fired diesels, combustion-turbines, load management and regenerative fuel cells (a storage technology).

At this point, you might ask, "Why focus so much on generation projects and hardware?" i.e., why make permanent commitments to generating capacity instead of simply buying power on the open market as needed?

Remember California? Remember how the public press was full of the stories of the run-ups in prices for power out there? That occurred because privately owned utilities were required to sell off their capacity and buy their power on the open market. They were not allowed to have long-term contracts. The untold success story of California is that the municipal utilities out there were permitted to keep their generating capacity. They came out smelling like roses because they had secure generating capacity, and thus were insulated from the "price spikes" that happened when that power market failed. In the jargon of the industry, they "put iron on the ground"—investing in their own generating capacity in order to serve their own customers at a lower cost.

We see price spikes all the time, though not nearly as large as California experienced. The reason you haven't heard much about them is that we work to avoid being held hostage to spikes as much as possible—preferably

with iron on the ground. We don't yet know where the new "iron" is going to be coming from because we have potential obstacles such as environmental regulations to deal with, and we have uncertainties about the future availability and cost of transmission of power, but that's all part of "capacity planning."

Ultimately, the story about acquiring power supply is that it involves:

- Identifying as wide a range of sources as possible;
- Looking out a number of years into the future;
- Recognizing that the outlook is always changing; and
- Recognizing that there are two kinds of economics to deal with. The first is the practical, dollars-and-cents kind and the second is a higher-order version: Failure to keep the lights on can have a much greater economic impact on our community than the money spent on power supply.

One of the odd things about being a successful electric utility is that success is measured by a non-event: No power failure. The more that happens, the more it's appropriate to refer to electricity as "The Silent Servant."

Here's hoping that we continue to do things so well that you don't even notice us. *✓*

CityLights

is published by Marietta Power. Editor Peter Jonsson and the staff of *City Lights* welcomes your questions, suggestions and comments. Address letters to:

CityLights

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Keith Atkins

Employee Profile

Keith Atkins Honored as BLW Employee of the Quarter

In addition to winning over customers of the Marietta Board of Lights and Water (BLW), Keith Atkins' outstanding service and winning attitude recently earned him recognition as the first recipient of the City/BLW's Employee of the Quarter award.

"The award came as quite a surprise, even though several customers told me that they intended to nominate me," said Atkins, who works in the BLW's Customer Care Department. "I enjoy my job and endeavor to help each customer who I talk to the best I can. I feel very honored to receive this award.

"I just wish each and every clerk could receive the award because everyone here does an excellent job," he added. "Our customers appreciate us but we also appreciate them."

Atkins does such an exceptional job that many regular customers refuse to talk with anyone but him.

"Mr. Atkins has been very helpful and cooperative in assisting me all the time," one customer said. "As long as he is in the office, I will never ask to see anyone else. That's how comfortable I feel about the way he handles my matters. He is the best. Mr. Atkins is superb."

"He is a perfect gentleman with mutual understanding," another customer said. "He knows how to deal with any kind of customer. He knows how to treat customers with gentle feeling and a human approach."

Personnel Director Nancy Martin presented Atkins with his Employee of the Quarter pin on April 3 during a surprise ceremony at the BLW building. He also received a plaque, a bouquet of balloons and a special reserved parking space for the next three months.

"My Supervisor came to my desk and said she wanted to see me. But when she headed away from her office, I became a little suspicious," Atkins said. "I just followed and saw a lot of people standing there and cameras going off when I entered the waiting room area."

The Employee of the Quarter Committee chose Atkins for the honor after reviewing 105 nominations for this award. Sixty of the nominations came from the public and 45 came from employees. In all, 20 departments/divisions had employees nominated for the award.

A Marietta resident, Atkins lives next door to his parents and spends a great deal of time providing care for his elderly father. He also enjoys raising funds for charities such as the March of Dimes and the Humane Society. Somehow, he manages to find time to breed Chihuahuas as well.

The City/BLW has already begun accepting nominations for the next Employee of the Quarter Award. The nominations must be received by June 30 for an individual to receive consideration. The Employee of the Quarter Committee will present the next award during the first or second week of July. To submit an award, please call the BLW at 770-794-5100. ✎

The City of Marietta's Clean Water Campaign



In 1972, Congress established the Clean Water Act to control "point source" wastewater discharges. Congress amended this act in 1987 to include non-point source pollution, which includes storm runoff across paved areas, storage yards and other areas containing pollutants into rivers and streams.

In 1996, the City of Marietta passed an ordinance prohibiting non-storm water discharges to the municipal storm sewer system. In addition, the City began sampling the storm sewer system water for contaminants and implemented a public information program to inform businesses of the new ordinance. The City continued its public information efforts in 1999 with the creation of the storm drain marker program with decals that state "Keep it Clean—Drains to Chattahoochee" or "Keep it Clean—Drains to Allatoona." The City continues to increase public awareness of the importance of halting contaminants such as copper, chlorine and detergents from reaching our natural rivers, streams and lakes through its campaign of public-service announcements.

The City appreciates the business community's efforts to reduce pollution in storm water runoff. In addition, the City reminds each business that individual clean water campaigns may be expanded by:

- Participating in a Clean City sponsored event such as Adopt-a-Stream or Help the Hooch;
- Obtaining storm drain markers and installing them in parking lots or material storage areas;
- Following the manufacturer's recommendations when applying fertilizers and pesticides to landscaped areas;
- Recycling used motor oil, paint and other hazardous products; and
- Storing materials and equipment under covered areas to reduce or eliminate exposure to rainfall or storm water runoff.

For more information on how you and your business can improve local waterways, please contact the Public Works Department at 770-794-8110. ✎

Calendar of Events

May 24-26

Marietta Auto Fair

Jim R. Miller Park

8 a.m. – 6 p.m.

Admission is \$6

Call for information.

770-479-6726

May 30

Brown Bag Concert Series

Marietta Square

Noon – 1 p.m.

Call for information.

770-794-5601

May 31

Glover Park Concert Series

Marietta Square

8 p.m.

Call for information.

770-794-5601

June 22

Cobb County Master Gardeners

Lectures

Backacher Garden

1792 County Services Parkway

Call for information.

770-528-4070

July 4

Independence Day Parade

10 a.m.

Call for information.

770-794-5601

June 28

The Neons

Glover Park Marietta Square

8 p.m.

Free Admission

July 4

Concert & Fireworks in

Marietta Square

8 p.m.

Call for information.

770-794-5601

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675 N. Marietta Pkwy.

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